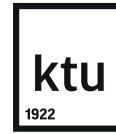


Writing a cover letter a.k.a motivational letter



wanted

Do you know why motivational letter is necessary?

KTU Career and Education Centre gives a recommendation on writing a motivational letter.

A simple and clear structure helps you to write only the necessary information. Optional paragraphs are marked “*”. Try to make the letter informative, but concrete (length – 1 page).

NB. If you started with the person’s name, you should use “Yours sincerely” and if you started with “Sir or Madam”, you should use “Yours faithfully”.

We answer – in motivational letter you can validate the facts are provided in your CV. You can also express your enthusiasm and interest in working in a particular position.

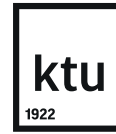
1. Introduce yourself (year, field of studies).
2. Tell why you would like to get a job/internship in that company. Maybe your studies are related to the position the company is offering? Highlight all the things that interest you most in the job/internship offer. Important! You have to prove that the position really interests you.
3. Write the reasons why you are the most suitable candidate for the position.
Give some examples to prove that you have enough competence. Important! Emphasize/Show/Describe your competitive advantages (studies, additional experience, courses).
4. *If additional requirements are listed in the offer (e.g. computer literacy), mention whether you meet those requirements or not. Do not forget that you can name alternative skills or just confess if you do not meet all the requirements. However, emphasize the fact that you are willing to improve in this area.
5. *Briefly answer the question if that job/internship position is a part of your planned career.
6. *Short information about your other competences. The things that you haven’t mentioned before, but think that are useful in this position. Critically evaluate your skills, but do not fear to use power phrases, such as: “With my technical skills and understanding of your market, I can step into the position and be immediately productive”.
7. Thank for their time. For example:
“Thank you for your time and consideration”.

Yours sincerely/faithfully, Name Surname

Telephone Number

E-mail address

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Things to pay attention to when writing a motivational letter:

Do not expect writing of the letter to be quick and easy – devote some time to create the text, think carefully about every sentence.

Use grammatically correct language – write a fluent and persuasive text that is easy to read and makes you seem different. Use the Internet to correct your language/vocabulary, if necessary.

Avoid long sentences. A tone of the motivational letter has to be positive, enthusiastic and make an employer want to meet you in person. Do not make the text too academic or too neutral (as if it was written by a professor or a writer).

Have a draft and keep changing it until the text seems persuasive and good enough to convey the main idea.

Let others read your motivational letter. Friends who know you well may help to correct mistakes and delete all the unnecessary information.

Motivational letter has to be personal. If you think after reading the letter that it may also suit your friend, you must change its content. The story in the letter has to be unique, personal and it has to reveal your aspiration in life.